

# GRANTS MAINSTREET QUARTERLY UPDATE

## QUARTER 3 EDITION



### WELCOME TO GRANTS MAINSTREET!

AT GRANTS MAINSTREET, WE'RE COMMITTED TO REVITALIZING THE HEART OF OUR COMMUNITY BY PRESERVING HISTORY, SUPPORTING LOCAL BUSINESSES, AND ENHANCING PUBLIC SPACES. THIS UPDATE HIGHLIGHTS OUR CURRENT PROJECTS, RECENT PROGRESS, AND DEDICATED TEAM WORKING TO HELP GRANTS THRIVE.

### THE FOUR POINTS OF MAINSTREET

Grants MainStreet follows the Four Points Approach, a nationally recognized model from MainStreet America



#### ECONOMIC VITALITY

Strengthening existing businesses and attracting new ones to keep downtown a vibrant and sustainable hub of commerce.



#### DESIGN

Enhancing downtown's physical assets, storefront facades, parks, signage, and green spaces to create a welcoming and memorable environment.



#### PROMOTION

Showcasing Grants as a destination through marketing, cultural programming, and events that celebrate our unique history and local identity.



#### ORGANIZATION

Building partnerships between businesses, city leadership, and community members to align resources and drive long-term success.

### MEET YOUR GRANTS MAINSTREET TEAM!

#### BOARD OF DIRECTORS

KEN BROWN- PRESIDENT

CHASE TAYLOR- BOARD MEMBER

AUDREY JACQUEZ- BOARD MEMBER

KATHY LANGE- BOARD MEMBER

PATRICK CLINGMAN- BOARD MEMBER

TRISH GILLASPY- BOARD MEMBER

DENISE HANSON- EXECUTIVE DIRECTOR

CADENCE CLARK- EXECUTIVE ASSISTANT

JUSTUS BOLLEN- ADMINISTRATIVE ASSISTANT & CONTENT MARKETING



# 3rd Quarter

## Committee Highlights

### PROMOTION COMMITTEE

Hosted:

Spooky Bingo

Annual mainstreet Cookie Crawl  
modified Holiday Light Parade



### ECONOMIC VITALITY COMMITTEE

Hosted:

A Small Business Workshop to empower current and aspiring entrepreneurs

Launched our quarterly Peer-to-Peer Networking Group

Worked closely with existing businesses on growth strategies

Engaged new prospective business owners interested in locating within our district

### ORGANIZATION COMMITTEE

- Strengthened partnerships with local schools
- Gained an incredible number of new volunteers
- Supported and collaborated with organizations across the community
- Hosted a Game Night for 28 student volunteers
- Focused effort building youth engagement with Grants MainStreet



### DESIGN COMMITTEE

Completed 7 façade revitalization projects - bringing new life to downtown

Added fresh paint and improvements to our local parks

Supported the creation of beautiful new murals

Through multiple grants and capital outlay funds -added new park benches, picnic tables, and trash receptacles throughout our public spaces within our mainstreet district

## WAYFINDING PROJECT UPDATE

### Wayfinding

With the wayfinding survey now complete, we are moving into the conceptual design phase. The next step is the development of a comprehensive design portfolio that will provide clear, prioritized recommendations for future improvements. This work will guide a long-term strategy to replace, add, and upgrade wayfinding throughout the MainStreet District and the City of Grants, enhancing navigation, community identity, and the overall visitor experience.

#### The design portfolio will include:

- Recommended sign locations
- Sign types and hierarchy
- Visual and branding standards
- Material selection and durability guidance
- Installation considerations
- Phased cost estimates
- Funding strategies, including grants, local budgets, and TIF/MainStreet programs



This phased and strategic approach ensures that future wayfinding investments are cohesive, cost-effective, and aligned with community goals.

## NEW BRANDING FOR MAINSTREET



After nearly six months of hard work, we are proud to unveil our new logo and branding!

This logo isn't just a design—it tells the story of our community, celebrates our historic downtown, and reflects our commitment to revitalization, local businesses, and vibrant public spaces.

The story behind the logo.

### Logo Background

The "Grants" logo integrates elements that reflect the area's identity through its colors, typography, and symbols. The color tones evoke mining and outdoor recreation, symbolizing the region's natural and industrial heritage.

The cursive font is inspired by lettering found on old wooden carrot boxes, bringing a nostalgic and rustic charm that connects the past with the present.

The stars represent a step forward from the past, adding excitement and energy aligned with our vision for a dynamic future. Their positioning highlights a journey toward revitalization and development—essential for a progressing MainStreet district.

# EXCITING DEVELOPMENTS!

## Double Six Gallery Outdoor Conceptual Design

Exciting times are ahead for the Double Six Gallery!

This thoughtfully phased project began with a mural installation last summer, followed by exterior painting this past season.

### Up Next:

Interior painting, as a new outdoor design concept begins to take shape.



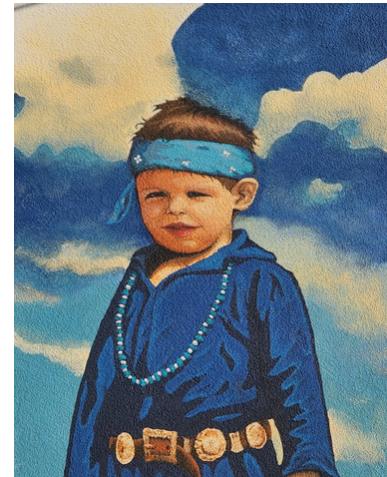
### Our vision for the outdoor space emphasizes arts and culture, featuring:

- Live performances
- Pop-up vendors
- Sculptures and art installations
- A vibrant food court
- And much more!

This project is designed to create a dynamic gathering space that celebrates creativity, community, and culture in the heart of Grants.

Stay tuned as we bring this vision to life! 🎨🌟

### Current Outdoor Double Six Gallery Space



We  *our  
Volunteers*



## THANK YOU VOLUNTEERS!

We want to extend a heartfelt thank you to our incredible volunteers. Because of your dedication, passion, and more than 600 hours of hard work, our projects have been able to grow, shine, and truly make a difference in our community.

You are the heart of Grants MainStreet, and we are deeply grateful for everything you give to support our downtown and community.

Interested in joining our volunteer family?  Please reach out to the Grants MainStreet Project—we'd love to have you!

# LOOKING AHEAD

With all four committees working in alignment, our Board remains focused, energized, and committed to carrying this momentum into the year ahead. The foundation built this year has positioned us for even greater impact and bigger wins.

Thank you to every volunteer, partner, business owner, and supporter who helped make this year so remarkable. Your dedication continues to move MainStreet forward.

Grants MainStreet is growing—and so is the vibrancy of our community.

Here's to an even brighter year ahead!

## UPCOMING EVENTS



PEER-TO-PEER NETWORKING  
MONDAY, JANUARY 12TH  
9 AM  
1912 MARKET

EASTER HOP-N-SHOP  
SATURDAY, MARCH 28TH  
10 AM - 2 PM  
MAINSTREET DISTRICT

SPOKES ON 66  
SATURDAY, JUNE 6TH  
10 AM - 5 PM  
CITY HALL PARK

## ORGANIZATIONAL PARTNERS



## GRANTS PARTNERS



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GRANTSMAINSTREETPROJECT.COM FOR UPDATES, VOLUNTEER  
OPPORTUNITIES, AND EVENT ANNOUNCEMENTS.